

REMARKS

Claims 1, 2, 6, 7, 10-12, and 17-19, as amended, are pending in this application. In this Response, Applicants have amended claims to clarify the present invention. In particular, Applicants have amended claims 1, 6, 10, and 17 to clarify that one embodiment of the present invention sends an instruction to a client terminal to open a window indicating an encrypted selected product. As no new matter has been added, Applicants respectfully request entry of the amendments at this time.

THE REJECTIONS UNDER 35 U.S.C. § 103

At pages 2-15 of the Office Action, the Examiner rejected claims 1, 3, and 6-10 under 35 U.S.C. § 103(a) as being obvious over U.S. Publication No. 2002/0007323 to Tamatsu (“Tamatsu”) in view of U.S. Publication No. 2002/0116640 to Chu (“Chu”) and U.S. Publication No. 2002/0143670 to Cushing (“Cushing”). Additionally, the Examiner rejected claims 10-12 under § 103 as being obvious over Tamatsu in view of Chu and Cushing, and further in view of U.S. Publication No. 2002/0126780 to Oshima *et al.* (“Oshima”). Finally, the Examiner rejected claims 17-19 under § 103 as being obvious over Tamatsu in view of Chu and Cushing, and further in view of Oshima and U.S. Publication No. 2001/0041988 to Lin (“Lin”). For at least the reasons set forth below, Applicants submit that the Examiner’s rejections have been overcome.

For the sake of brevity, the discussion of Tamatsu and Chu submitted in Applicants Response submitted January 15, 2008 is incorporated herein, and is not repeated. To cure the deficiencies of Tamatsu and Chu, the Examiner cited Cushing. Cushing generally discloses a system for scheduling a delivery and for providing delivery status notification. The system accesses a scheduling and notification database, inputs delivery data into the database relating to an item to be delivered, and collects the delivery data into a delivery order. The delivery order is then transmitted to be delivered with a delivery request. Finally, the system provides notification of either acceptance or a decline of the delivery request.

The Examiner also cited Oshima, which generally relates to realizing electronic commerce by providing a reception section that receives product information, service information, and a barcode formation section that forms a barcode based on the received information. The barcode formed by the barcode formation section is displayed so that a barcode reader provided at a shop terminal can read the barcode.

Finally, the Examiner cited Lin, which generally discloses a method for transferring electronic vouchers over a network system for defining and rewarding an after-sales service and customer care activity. The method also includes the ability to transfer an incentive electronic voucher for payment and for assessment of customer satisfaction.

As shown above, Applicants have amended the independent claims of the present invention. Specifically, Applicants have amended the claims to clarify that that transmission unit is operable to, in response to designation of a shipping company, send an instruction to the client terminal to open a window indicating the encrypted selected product. *See, e.g.*, Written Description at Page 30, line 20 – Page 31, line 24 and FIG. 12. Additionally, the purchase identifier corresponding to the designation shipping company establishes an encrypted communication for an addressee name and address of the encrypted selected product. *Id.* These features are not taught or disclosed by any of the cited references.

In particular, FIG. 14 of the present application illustrates that a selected product is “ax+yuxle” as encrypted data. In the invention described by claim 1, a credit company cannot know an actual product selected by a client because the selected product is encrypted before encrypted communication between the client and the credit company starts. In contrast, Tamatsu discloses that “at this point the purchase order information contains, in addition to price and a product number or other means of specifying the product, the buyer’s name, address, telephone number and other such information required for product shipping purposes.” Tamatsu at Step S25 in Paras. 0091-0092 and FIG. 8.

Further, Chu discloses that “as illustrated, user 400 starts check out process 402 over Internet 404 as part of an on-line transaction. Next, user 400 contacts shipping company web site 406 and transmits mailing or account information to shipping company web site 406. In return, single use encrypted mailing label 408 is returned to user 400.” Chu at Paras. 0031 and 0033; and FIGS. 4 and 7. Additionally, Chu discloses that “single use encrypted mailing label 408 is sent to web order checkout process 402 and stored in merchant database 410.” Thus, neither Tamatsu, Chu, Oshima, or Lin disclose the features of the present invention described above.

In light of the amendments to the independent claims and the remarks set forth above, Applicants submit that the Examiner’s rejections have been overcome. As such, reconsideration and allowance of the pending claims is respectfully requested.

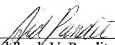
CONCLUSION

All claims are believed to be in condition for allowance. If the Examiner believes that the present amendments and remarks still do not resolve all of the issues regarding patentability of the pending claims, Applicants invite the Examiner to contact the undersigned attorneys to discuss any remaining issues.

A Petition for Extension of Time is submitted herewith extending the time for response three months to and including August 11, 2008. No other fees are believed to be due at this time. Should any other fees be due, please charge them to Deposit Account No. 50-4545, Order No. 5243-003-US01.

Respectfully submitted,
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Dated: August 11, 2008

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